

# DEVELOPMENT REVIEW BOARD REPORT



MEETING DATE: May 18, 2006

ITEM NO. \_\_\_\_\_

CASE NUMBER/  
PROJECT NAME

**20-DR-2006**  
**Alternative Concealment WCF - P717 Pump Station**

LOCATION

Southeast corner of East Los Gatos Drive and North Pima Road.

REQUEST

Request for approval of a Wireless Communications Facility (monocactus) and associated equipment.

OWNER

City of Scottsdale  
480-312-4138

ENGINEER

Trussnet USA, Inc.  
949-585-0222

ARCHITECT/  
DESIGNER

Trussnet USA, Inc.  
949-585-0222

APPLICANT/  
COORDINATOR

Kristin Rooney  
JR Grace & Co., LLC  
623-551-7972

BACKGROUND

## **Zoning.**

The Wireless Communications Facility site and the surrounding properties are zoned R1-190 ESL HD (Single-family residential, Environmentally Sensitive Lands, Hillside District).

## **Context.**

The site is located east of Pima Road, and south of Los Gatos Drive on a property improved with a municipal water facility.

## **Adjacent Uses:**

- North: Unimproved, zoned R1-190 ESL HD (Single-family residential, Environmentally Sensitive Lands, Hillside District).
- South: Unimproved, zoned R1-190 ESL HD (Single-family residential, Environmentally Sensitive Lands, Hillside District).
- East: Unimproved, zoned R1-190 ESL HD (Single-family residential, Environmentally Sensitive Lands, Hillside District).
- West: Unimproved, zoned R1-190 ESL HD (Single-family residential, Environmentally Sensitive Lands, Hillside District).

APPLICANT'S  
PROPOSAL

## **Applicant's Request.**

The applicant requests to install a Wireless Communication Facility on a City property that is improved with a water facility enclosed by a wall. The Wireless Communications Facility proposed includes equipment and a monocactus in the form of a monocactus.

The monocactus is proposed east of and outside of the water facility's walled enclosure. At 24-feet in height, the monocactus is designed with two branched

arms and a green color with accents on its outer skin to mimic a natural saguaro cactus.

The equipment is proposed inside of the existing water facility walled enclosure and is entirely screened by the existing 8-foot high wall. Electrical power and a Telco box will be mounted on the outside face of the wall.

**Development Information:**

- Existing Use: Water facility
- Proposed Use: Water facility to remain and add a Wireless Communications Facility
- Parcel Size: 4.6 acres
- Height Allowed: 24-feet
- Height Proposed: 24-feet

DISCUSSION

This request for a Wireless Communications Facility will make available to this area additional wireless service. The proposed design is compatible with the natural and built features in the area. The facility's equipment cabinets will be entirely screened within an existing walled enclosure.

The applicant proposes landscaping adjacent to the monocactus so that the monocactus will more readily blend into the natural desert. Staff has stipulated that the new plant species be that of the adjacent natural desert and mature materials at the time of planting.

COMMUNITY INPUT

Two e-mails have been received from the nearby property owners regarding this proposal. One of the e-mails is in support of the proposal. The other e-mail asked for information about cellular phone services. There has been no opposition received regarding this application.

STAFF


RECOMMENDATION

Staff recommends approval, subject to the attached stipulations.

**STAFF CONTACT(S)**

Kira Wauwie, AICP  
Project Coordination Manager  
Phone: 480-312-7061  
E-mail: kwauwie@ScottsdaleAZ.gov

**APPROVED BY**

  
Kira Wauwie, AICP  
Report Author

  
Lusia Galav, AICP  
Current Planning Director  
Phone: 480-312-2506  
E-mail: lgalav@scottsdaleAZ.gov

**ATTACHMENTS**

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Zoning Map
4. Site Plan
5. Elevations
6. Correspondence
- A. Stipulations/Zoning Ordinance Requirements

# **Cingular Wireless**

**Site # P717**

**Site Name: Pinnacle Peak Shadows  
8845 East Los Gatos Dr., Scottsdale, AZ**

## **Submittal 758 PA 2005 NARRATIVE REPORT**

### **Applicant:**

Infranext, Inc.  
1702 East Highland, Suite 406  
Phoenix, AZ 85016  
Phone: 602-522-2655  
Fax: 602.522.2660

### **Representative:**

Kristin Rooney  
**JR Grace & Co., LLC**  
39940 N. Wisdom Way  
Anthem, AZ 85086  
Phone: 623.551.7972  
Fax: 623.551.7942

### **Submitted to:**

City of Scottsdale  
Planning & Development Services Department  
7447 E. Indian School Rd., Suite 105  
Scottsdale, Arizona 85251  
Phone: 480-312-7000  
Fax: 480-312-7088

## 1. PURPOSE OF APPLICATION

This statement supplements Infranext's application for DRB approval to accommodate the placement of an unmanned telecommunications facility. The telecommunications antennae are intended to be concealed within a faux saguaro cactus (monocactus). The height of the monocactus is a mere 24ft in height. Infranext, by and through Kristin Rooney of JR Grace & Co., LLC, represents Cingular Wireless for the purpose of this application.

These facilities are needed in this area to extend Cingular's network coverage and address network capacity limitations. Less than peak network performance, as realized or perceived by the end user, results from a gap in coverage in this area. Also, in addition to limited geographic coverage, the area's growth has strained network capacity. These gaps and network burdens cause dropped or blocked calls, and results in less than optimal customer service.

Increased network usage is being driven by a convergence of increasing residential and commercial subscribers, increasing usage and increasing call length (on average). People now use their wireless phones in a variety of circumstances. In addition to their cars, people now use wireless technology almost everywhere, including as an adjunct to their businesses and in their homes. In fact, the May 13, 2005 edition of *The Washington Post* estimated approximately six percent (6%) of the population has "cut the cord" in that "[m]illions of college students, young professionals, and increasingly even families are foregoing their traditional phones at home and (have gone wireless)." Ironically, the very cars, offices and homes in which these phones have become commonplace absorb and degrade the radio signals, thereby creating a need for additional base stations and additional cell sites to reach the end user. Additionally, new high speed data technologies require more bits of information to be transmitted within the same bandwidth and along the same network. Since most network systems were conceived and designed for mere voice traffic, more cell sites are required to support these high speed data services. Indeed, the *Wall Street Journal* (May 25, 2005) confirms the practical effect of lagging infrastructure by reporting that:

*[r]oughly one of three cell phone calls has quality problems of some kind last year, according to an online survey by J.D. Power & Associates of 21,700 wireless customers. The result was essentially unchanged from the 2003 survey, the first year it was conducted. Besides dropped calls and an inability to connect, callers constantly experienced interference, echoes and voice distortion.*

This application is for the purpose of improving coverage in the area, thereby avoiding the foregoing pitfalls.

Finally, lest one think that the wireless companies are woefully inadequate when planning long-term, the problems in maintaining seamless coverage runs

not only from the heights of technological advancement but to the mere mundane of handset design. The smaller cell phones customers crave contain smaller batteries and internal antennae, which, together, reduce the effective range of their phones. Hence, the demand for ever-smaller cell phones increases the need for additional site installations. The pressures on the infrastructure increase, therefore, as the technology evolves.

In conclusion, Cingular Wireless is respectfully asking the Design Review Board to approve the placement of this facility to fill a gap in coverage where no other Cingular site exists or is in use. Consequently, Cingular Wireless would respectfully ask that the DRB consider approval of this application for the reason that it is not adverse to the best interests of the City and its residents.

#### **OTHER WIRELESS FACTS OF NOTE:**

- More than 182 million Americans are wireless subscribers; by mid-2004 there were 1.5 billion worldwide subscribers.
- At the end of 2004, 40% of 15-19 year olds in the U.S. are wireless subscribers.
- 1.1 *trillion* minutes of use were logged by April 1, 2005.
- More than \$174 billion in capital investment; 175,725 cell sites nationwide.
- 200,000 times each day, someone uses a wireless phone to call for help.
- The wireless industry and the National Center for Missing & Exploited Children® (NCMEC) have officially partnered to launch Wireless AMBER Alerts™, an initiative that will help galvanize 182-million wireless subscribers in the search for an abducted child. Any wireless subscriber capable of receiving text messages, and whose wireless carrier participates in the Wireless AMBER Alerts Initiative, may opt in to receive alerts by registering at [www.wirelessamberalerts.org](http://www.wirelessamberalerts.org) or their wireless carrier's website. Subscribers may designate up to five geographic areas for which they would like to receive Wireless AMBER Alerts.
- Drivers participating in a study by the Automobile Association of America (AAA) listed talking on cell phones as the 8th most common distraction out of 9. Eating, drinking, talking to other passengers, adjusting radio controls, applying make-up, and reading were among the distractive behaviors cited as more prevalent while driving.

## **2. DESCRIPTION OF PROPOSAL.**

As set forth above, Cingular proposes to install a stealth personal communication facility with a maximum height of twenty-four feet. The antennae array will be concealed inside the faux cactus (to match the surrounding similar native cacti as depicted in the attached photo simulation). The necessary additional equipment will be placed inside the existing maintenance facility behind the existing CMU wall on a concrete pad secured by a

6 ft chain link fence (not visible from outside the facility wall). Please refer to the site plans for additional detail.

**3. RELATIONSHIP TO SURROUNDING PROPERTIES.**

The surrounding properties are zoned for residential uses. However, for the reason that this is a stealth cactus situated well within a large city owned parcel amidst many other cacti (some of similar height) and other mature desert landscape, this proposal will have a *de minimis* impact on the surrounding properties, if at all. Indeed, it is likely the increasing usage from the surrounding residential properties which, to some extent, is driving the need for service in this area.

**4. CONCLUSION.**

As set forth above this property is one upon which Cingular desires to locate its operational equipment- antennae and the electronic equipment necessary to run their wireless system. Cingular's analysis of its needs in this area detail that their current coverage is less than optimal. Indeed, this application is driven in part by feedback from their customers as to poor coverage areas. Cingular hopes this narrative report has helped staff understand the unique issues that Cingular faces as it moves forward. If staff should have any additional questions, comments or concerns, please contact Kristin Rooney at 602-315-6343 (cell phone).





Q.S.  
43-49

G.I.S. ORTHOPHOTO 2003

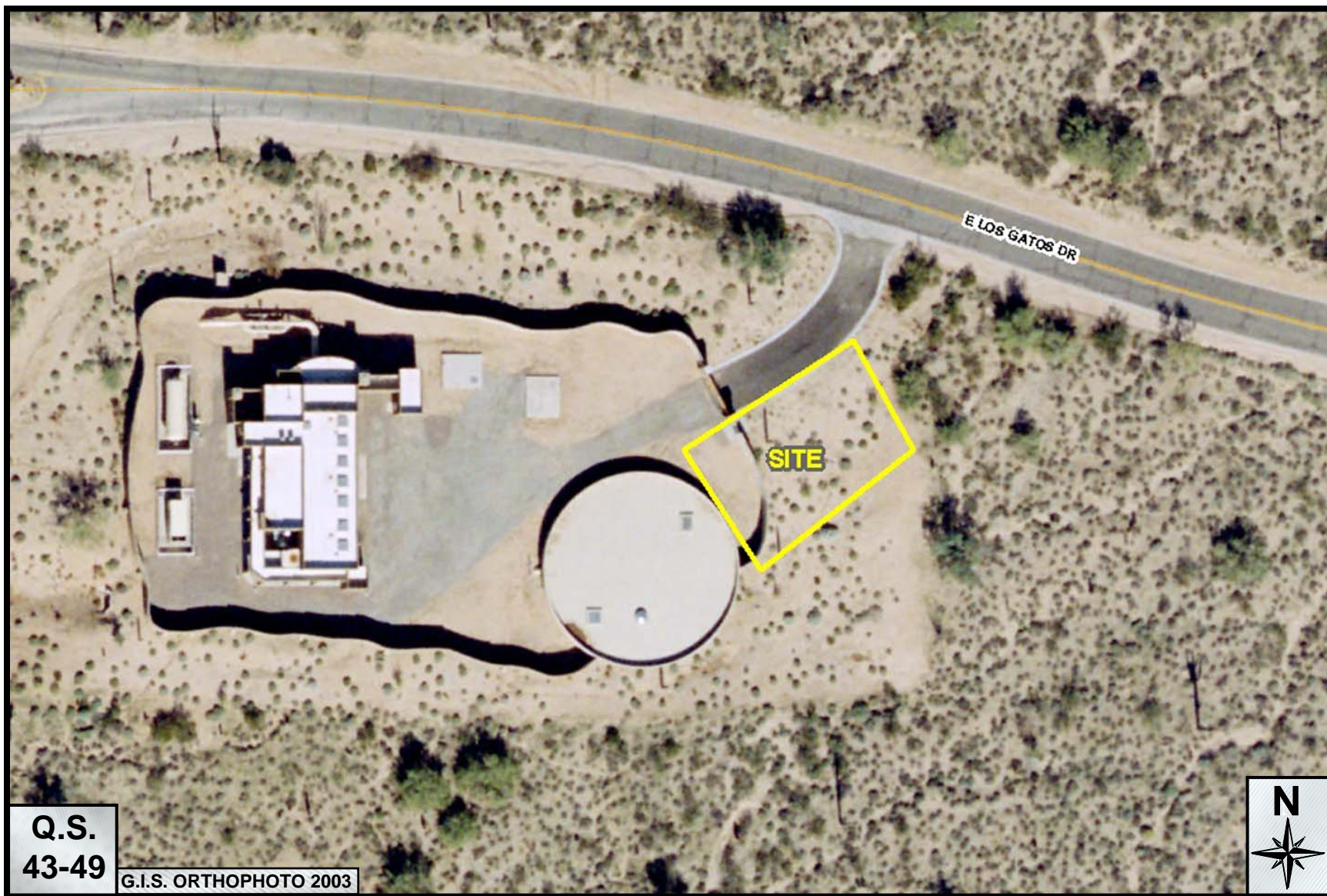


P717 - Pinnacle Peak Shadows Pump  
Station 126

20-DR-2006

ATTACHMENT #2

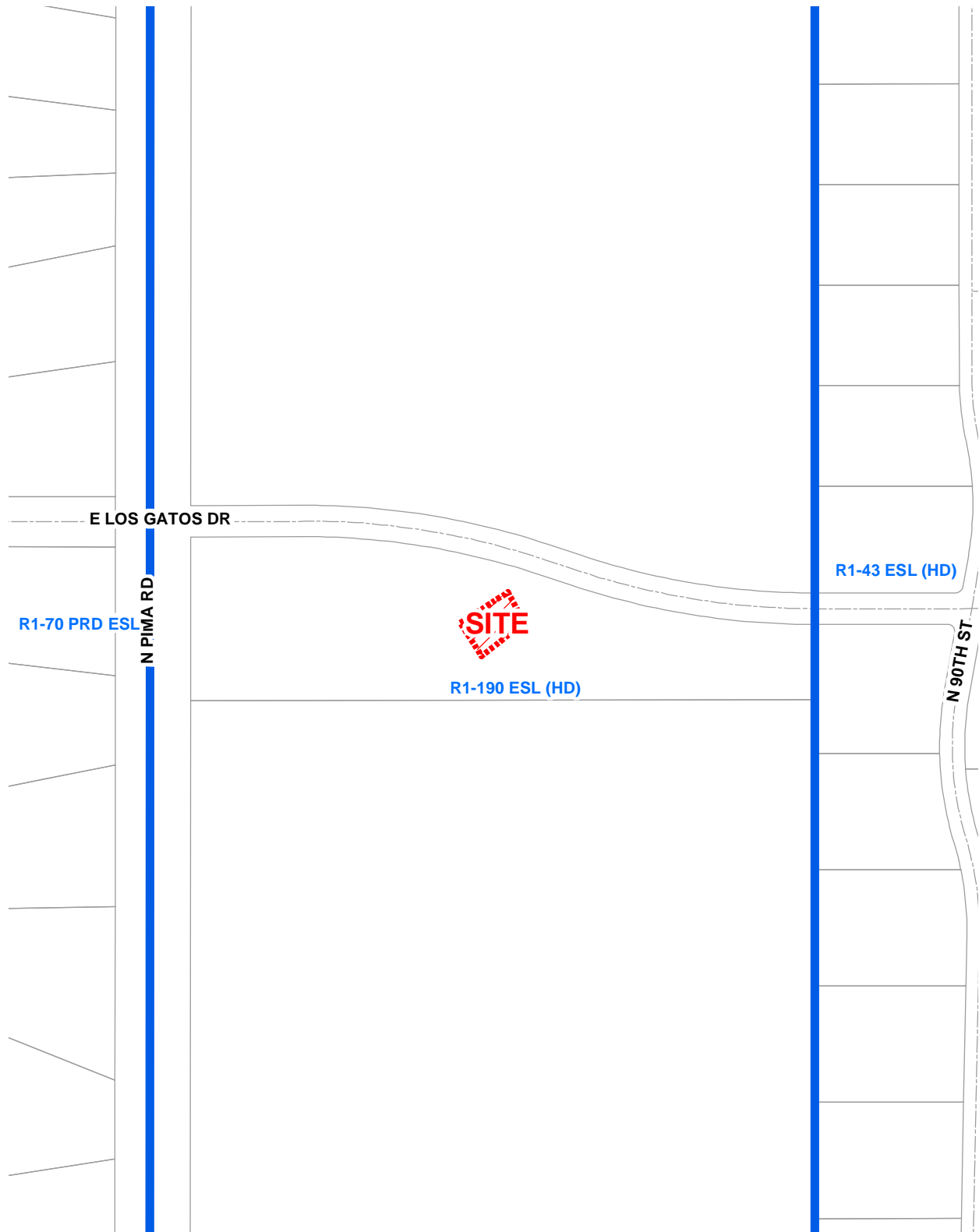




P717 - Pinnacle Peak Shadows Pump  
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**20-DR-2006**

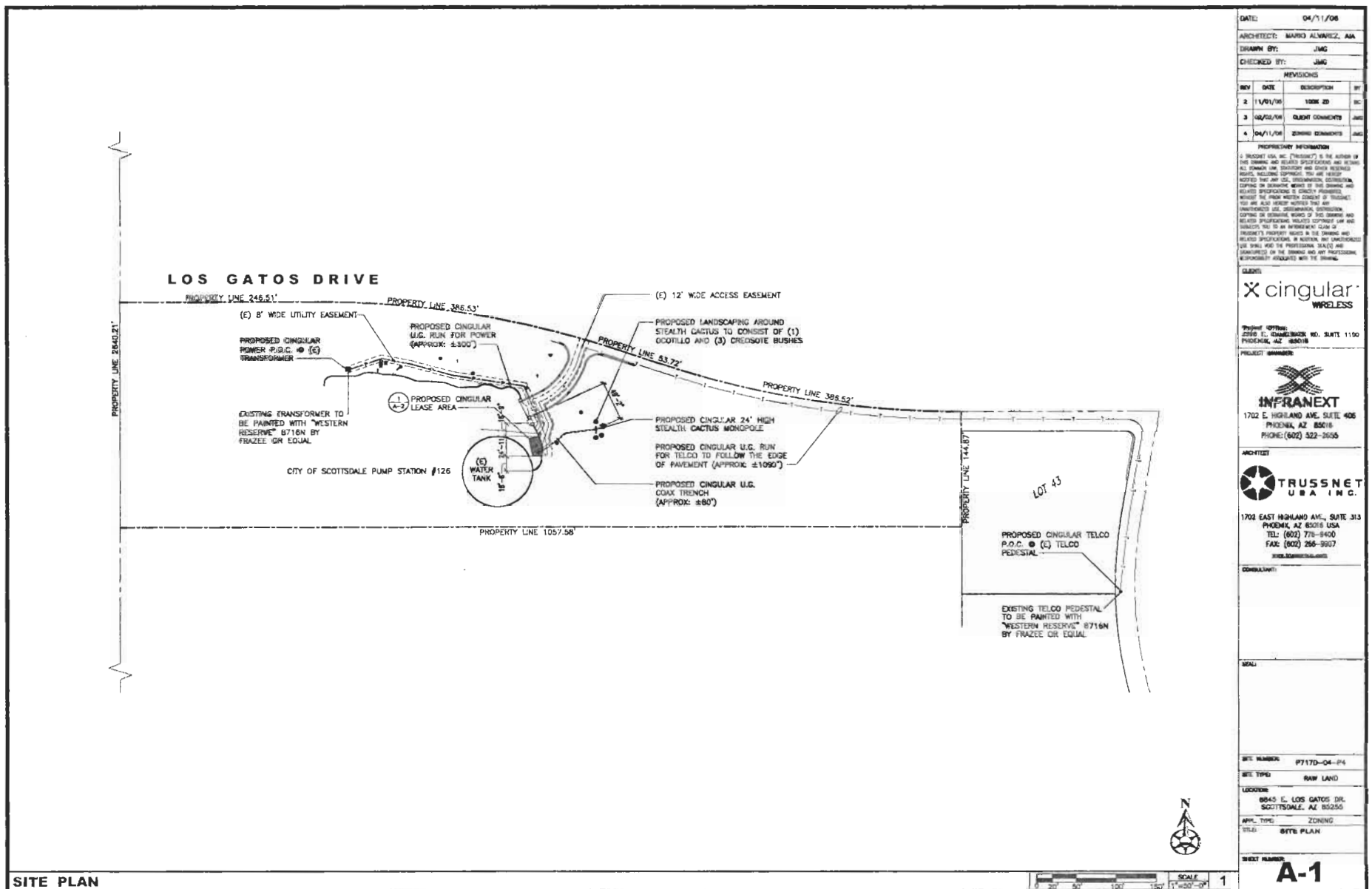
ATTACHMENT #2A

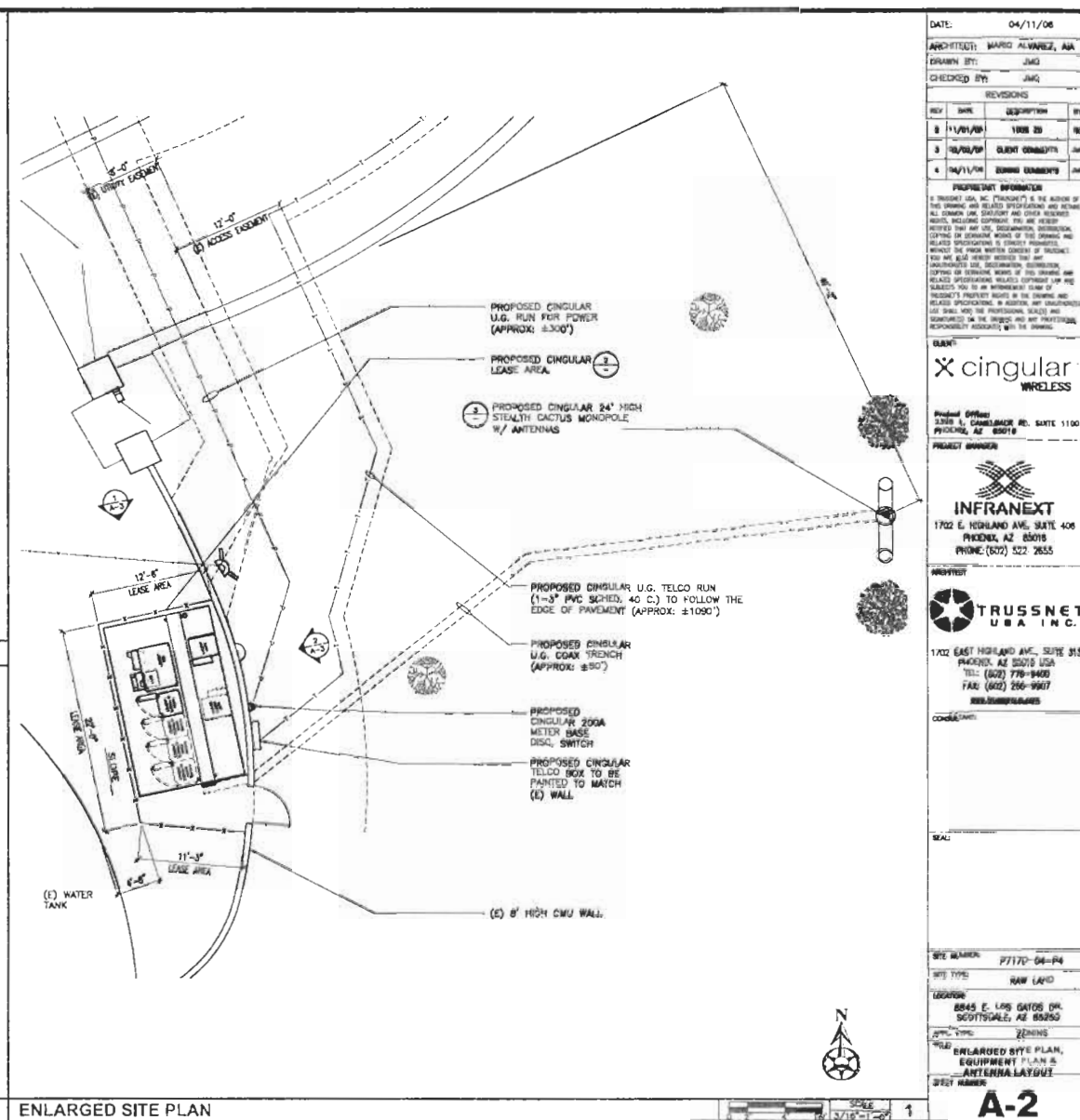
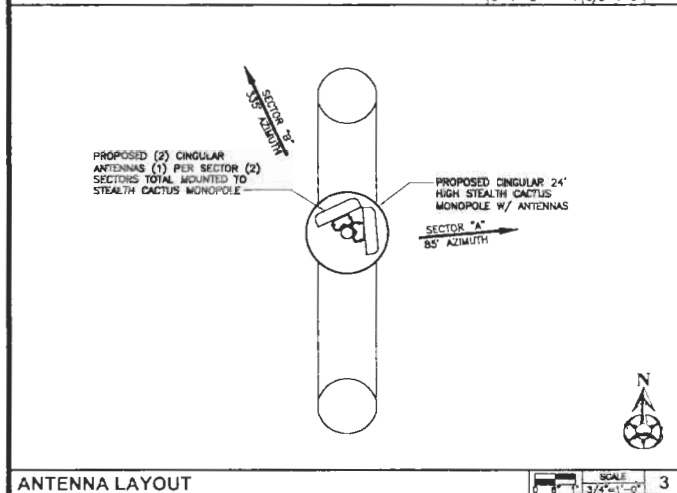
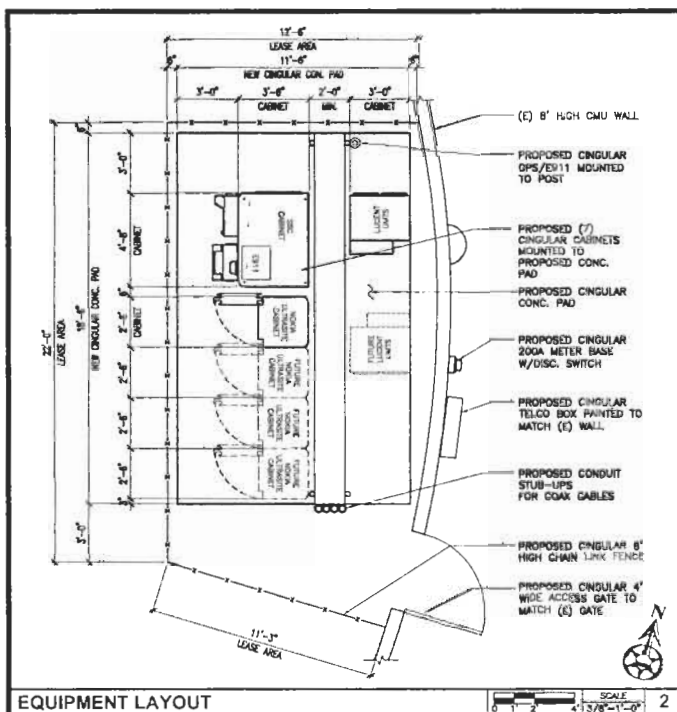


20-DR-2006

ATTACHMENT #3

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**Wauwie, Kira**

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**From:** Randy Downing [RDowning@infranext.com]  
**Sent:** Friday, April 28, 2006 2:46 PM  
**To:** Wauwie, Kira  
**Cc:** Sonoda, Kevin; Rodgers, Robin; Reg Destree; Chad Ward  
**Subject:** FW: P717 (20-DR-2006) Cactus Cell Tower/Pinnacle Peak Shadows Pump Station

Kira:

Here is another email I received today regarding the Los Gatos Site.

Thanks,

Randy Downing

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**From:** Randy Downing  
**Sent:** Friday, April 28, 2006 2:45 PM  
**To:** 'Dan Jonuska'  
**Subject:** RE: Cactus Cell Tower/Pinnacle Peak Shadows Pump Station

Mr. Jonuska:

The site will improve Cingular coverage in the area. Verizon service will not be affected/improved by the site. As far as I know, Verizon has no plans to put a cactus in the area. Scottsdale's Wireless Code is very stringent. Any company developing a site in the area has to adhere to the ordinance and design guidelines.

I will forward your email to the planner at Scottsdale assigned to the site so she knows you have an interest in the site.

Regards,

Randy Downing  
 480-241-8263 mobile

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**From:** Dan Jonuska [mailto:djonuska@saturnofscottsdale.com]  
**Sent:** Friday, April 28, 2006 2:32 PM  
**To:** Randy Downing  
**Subject:** FW: Cactus Cell Tower/Pinnacle Peak Shadows Pump Station

-----Original Message-----

**From:** Dan Jonuska [mailto:djonuska@saturnofscottsdale.com]  
**Sent:** Friday, April 28, 2006 2:30 PM  
**To:** 'rdowning@infranex.com'  
**Subject:** Cactus Cell Tower/Pinnacle Peak Shadows Pump Station

I'm a resident in this area and was given your name to inquire about the faux cactus cell tower considered for this area. Will this tower help anyone other than Singular users in the area? I have Verizon service...is there a benefit to me? Will Verizon be placing a tower there eventually? (A field of Faux Cacti?) Dan Jonuska 22450 north 90<sup>th</sup> Street.

04/28/2006

ATTACHMENT #6

**Wauwie, Kira**

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**From:** Randy Downing [RDowning@infranext.com]  
**Sent:** Friday, April 28, 2006 9:37 AM  
**To:** Wauwie, Kira  
**Cc:** Sonoda, Kevin; Rodgers, Robin; Reg Destree; Chad Ward  
**Subject:** FW: P717 (20-DR-2006) Cell tower at Los Gatos and Pima Rd.

Kira:

Attached is an email in response to the Cingular Los Gatos cell site (20-dr-2006). We have also received two phone calls in support of this proposal.

Thanks,

Randy Downing  
480-241-8263 mobile  
775-218-9778 efax  
[rdowning@infranext.com](mailto:rdowning@infranext.com)

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**From:** Joyce Strassburg [mailto:[jjstrassburg@cox.net](mailto:jjstrassburg@cox.net)]  
**Sent:** Friday, April 28, 2006 9:25 AM  
**To:** Randy Downing  
**Subject:** Cell tower at Los Gatos and Pima Rd.

Randy,

As long as the architectural details are not an abomination, we would enthusiastically support the cell tower in our neighborhood. We have tried at least four cell services since living in the Vistas III area (currently on Los Gatos east of Pima) including Cingular (which we have at present), and **none of them work here**. We NEED functioning, efficient cell service in our neighborhood. If this tower would make it available, we fervently support it!!!

Joyce and Roger Strassburg

04/28/2006

**Stipulations for Case:  
P717 - Pinnacle Peak Shadows Pump Station 126  
20-DR-2006**

Unless otherwise stated, the applicant agrees to complete all requirements prior to final plan approval, to the satisfaction of Project Coordinator and the Final Plans staff.

**PLANNING**

**APPLICABLE DOCUMENTS AND PLANS:**

**DRB Stipulations**

1. Except as required by the City Code of Ordinances, Zoning Regulations, Subdivision Regulations, and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
  - a) Architectural elements, including dimensions, materials, form, color, and texture, shall be constructed to be consistent with the Elevations sheet submitted by Cingular Wireless with a staff receipt date of 4/13/2006.
  - b) The location and configuration of all site improvements shall be constructed to be consistent with the Site Plan submitted by Cingular Wireless with a staff receipt date of 4/13/2006.
  - c) The location and configuration of all site improvements shall be constructed to be consistent with the Enlarged Site Plan, Equipment Plan & Antenna Layout submitted by Cingular Wireless with a staff receipt date of 4/13/2006.

**ARCHITECTURAL/SITE DESIGN:**

**DRB Stipulations**

2. Cut and fill slopes shall be rounded to blend with the existing contours of the adjacent natural grades.
3. Prior to construction, the contractor is required to notify Inspection Services by calling (480) 312-5750. A planning inspection (#42) must be conducted prior to commencement of any construction. The provider must note this requirement on the site plan.
4. All existing public right-of-way and easements, including public utility, NAOS, sight distance, and scenic corridor easements shall be shown on all site, landscape and civil plans.
5. All existing utilities, including aerial, at grade and under ground shall be shown on all final plans.
6. Provider must identify telephone and electrical sources and show detailed connections on final plans to the satisfaction of Plan Review and Permit Services staff.
7. With the final plans submittal, the developer shall provide a detail of the required facility marker for a plaque, showing conformance with ordinance requirements. This is subject to Plan Review and Permit Services city staff approval.
8. No lighting is approved as part of the case 20-DR-2006.
9. No microwave dish is approved as part of the case 20-DR-2006.
10. The entire length of all cables associated with this facility shall be hidden from exterior view.
11. Routine maintenance shall be performed on the façade of the alternative Wireless Communications Facility in order to sustain the original appearance and condition.

**ATTACHMENT A**



**LANDSCAPE DESIGN:**

**DRB Stipulations**

12. With the final plans submittal, the developer shall provide a detailed landscape plan that specifies the location, species and size of all proposed supplemental landscape plants. All proposed natural plant materials shall be the same as the plant materials found on the subject site/surrounding desert as demonstrated by a Native Plant Inventory. This plan shall be subject to Plan Review and Permit Services city staff approval.
13. The developer shall obtain a Native Plant Permit if any protected plant will be displaced as part of construction or trenching operations.
14. Replace any landscape material that is disturbed with like kind and size of plant materials as those disturbed.
15. Landscaping and trenching shall be located so that there are no conflicts with public utilities.
16. Any proposed landscape material shall be listed on the City's List of Indigenous Plants for Environmentally Sensitive Lands.

**DRAINAGE AND FLOOD CONTROL:**

**DRB Stipulations**

17. With the Final Plans submittal, the Provider shall submit documentation that off-site runoff shall enter and exit the site as it did historically.
18. With the Final Plans submittal, the applicant shall identify on the site plan proposed grade lines and drainage arrows demonstrating how the proposed improvements will not impact adjacent property and address water flows. The applicant shall also clearly identify on the plans the lowest finished floor elevation of the equipment enclosure, to the satisfaction of City staff.